Courses

JOUR 1003. Journalistic Writing Skills. 3 Hours.
Provides a functional approach to improving language and writing skills specific to journalistic writing. Covers introductory journalistic writing and correct grammar usage, the logic governing syntax and punctuation use, analysis of grammar and syntax, sentence structure, word selection to convey proper meaning, memory aids, and other language topics relevant to journalistic writing. Cannot count as a major or minor elective within any ADPR or Journalism major or concentration, or Journalism and Strategic Media minor. Prerequisite: Journalism major, Advertising and Public Relations major, Journalism minor, IDST major with JOUR track, or department consent. (Typically offered: Fall and Spring)

JOUR 1023. Media and Society. 3 Hours.
A survey of mass media (newspaper, radio, TV, magazine, advertising, public relations, photography, etc.) which stresses their importance in today's society and introduces the student to the various areas in journalism. Recommended for students considering journalism as a major. Prerequisite: Journalism major, Advertising and Public Relations major, Journalism minor, IDST major with JOUR track, or department consent. (Typically offered: Fall and Spring)

JOUR 1033. Media Writing. 3 Hours.
Introduces students to the skills of observation, critical thinking and concise writing required in all aspects of journalism and strategic media, as well as to the technology needed in upper-level courses. A prerequisite to JOUR 2003, JOUR 2031L, JOUR 2032, JOUR 2053, ADPR 3723 and ADPR 3743. Corequisite: Lab component. Pre- or Corequisite: JOUR 1003 or complete and pass the GSP (Grammar, Spelling and Punctuation) test in JOUR 1100 with a 75% or higher. Prerequisite: Journalism major, Advertising and Public Relations major, Journalism minor, IDST major with JOUR track, or department consent. (Typically offered: Fall, Spring and Summer)

JOUR 1100. Grammar Spelling Punctuation Requirement. 0 Hours.
Students must complete the Grammar Spelling Punctuation (GSP) requirement as a prerequisite or corequisite to JOUR 1033 Media Writing. Students who do not take JOUR 1003 Journalistic Writing Skills to complete the GSP must take JOUR 1100, study for the GSP on their own and pass by earning a 75% or higher on the GSP test administered by the School of Journalism and Strategic Media. (Typically offered: Fall and Spring)

JOUR 2003. Storytelling for Today’s Media. 3 Hours.
Introduction to developing content strategies that tell accurate, concise stories across multiple media platforms. Emphasizes clear, effective storytelling in media content production for print, broadcast and digital platforms, including social media, podcasting, video, and short-feature writing. Integrates lessons on corporate social responsibility, personal branding and media entrepreneurship. Prerequisite: (Journalism major, Advertising and Public Relations major, Journalism minor, IDST major with JOUR track, or department consent) and JOUR 1033. (Typically offered: Fall and Spring)

JOUR 2013. News Reporting I. 3 Hours.
Intensive training in the methods of gathering and writing news. Lecture 2 hours, laboratory 2 hours per week. Prerequisite: Must be a Journalism major, Advertising and Public Relations major, Journalism minor, or obtain department consent; JOUR 1023 and JOUR 1033, each with a grade of C or better, and either 1) JOUR 1003 with a grade of C or better or complete and pass the GSP (Grammar, Spelling and Punctuation) test in JOUR 1100 with a 75% or higher, or 2) at least 30 credit hours completed. (Typically offered: Fall and Spring)

JOUR 2031L. Broadcast News Reporting I Laboratory. 1 Hour.
Provides experience in basic broadcast news reporting techniques. Laboratory 3 hours per week. Corequisite: JOUR 2032. Prerequisite: (At least 30 credit hours completed; must be a Journalism major, Advertising and Public Relations major, Journalism minor, or obtain department consent; JOUR 1033 with a grade of C or better; JOUR 1003 with a grade of C or better or complete and pass the GSP (Grammar, Spelling and Punctuation) test in JOUR 1100 with a 75% or higher) or (At least 30 credit hours completed; must be a Journalism major, Advertising and Public Relations major, Journalism minor, or obtain department consent; must have completed at least 6 credit hours in JOUR courses, each with a grade of C or better.) (Typically offered: Fall and Spring)

JOUR 2032. Broadcast News Reporting I. 2 Hours.
Intensive training in the methods of gathering and writing broadcast news. Lecture 2 hours per week. Corequisite: JOUR 2031L. Prerequisite: (At least 30 credit hours completed; must be a Journalism major, Advertising and Public Relations major, Journalism minor, or obtain department consent; JOUR 1033 with a grade of C or better; JOUR 1003 with a grade of C or better or complete and pass the GSP (Grammar, Spelling and Punctuation) test in JOUR 1100 with a 75% or higher) or (At least 30 credit hours completed; must be a Journalism major, Advertising and Public Relations major, Journalism minor, or obtain department consent; must have completed at least 6 credit hours in JOUR courses, each with a grade of C or better.) (Typically offered: Fall and Spring)

JOUR 2053. Multimedia Journalism. 3 Hours.
Provides students with the skills of visual literacy, photo editing, audio processing, video editing and web publishing. Good writing will be emphasized. The course examines basic aesthetic principles in visual composition and techniques applicable to audio, video and web production. Prerequisite: Must be a Journalism major, Advertising and Public Relations major, Journalism minor, IDST major with JOUR track, or obtain department consent; JOUR 1023 and JOUR 1033, each with a grade of C or better, and either 1) JOUR 1003 with a grade of C or better or complete and pass the GSP (Grammar, Spelling and Punctuation) test in JOUR 1100 with a 75% or higher, or 2) At least 30 credit hours completed. (Typically offered: Fall and Spring)

JOUR 2063. Media Graphics and Technology. 3 Hours.
Introduction to computer skills required in journalism; focuses on training in the major creative software used for generating media graphics and visual communication. Emphasizes content creation and web publishing, including infographics and promotional materials. Prerequisite: Journalism major, Advertising and Public Relations major, Journalism minor, IDST major with JOUR track, or department consent. (Typically offered: Fall and Summer)

JOUR 2311L. Photojournalism I Laboratory. 1 Hour.
Photojournalism 1 Lab involves the transfer of images from a digital camera to a computer, and involves the use of image editing and enhancing software as well as layout and design software. Corequisite: JOUR 2332. (Typically offered: Fall)

JOUR 2332. Photo Journalism I. 2 Hours.
Beginning course in the fundamentals of photography, including digital photography, composition, file transfer and management, image enhancement, and layout and design. Corequisite: JOUR 2331L. (Typically offered: Fall)

JOUR 2453. Introduction to Sports Television Production I. 3 Hours.
Introduction to the specialized field of sports television production. Focuses on multi-camera, single-camera and studio production. Studio lab and field work outside of regularly scheduled class time required. (Typically offered: Fall)

JOUR 3013. Editing. 3 Hours.
Theories and practices in newspaper editing, copyreading, headline writing, page layout and the gathering and publication of written and pictorial information. Prerequisite: JOUR 1023 and JOUR 2013, each with a grade of C or better. (Typically offered: Fall and Spring)
JOUR 3023. News Reporting II. 3 Hours.
Continuation of JOUR 2013. Lecture 2 hours, laboratory 2 hours per week. Corequisite: Lab component. Prerequisite: JOUR 2013 with a grade of C or better. (Typically offered: Fall and Spring)

JOUR 3043. Performer in Mass Media. 3 Hours.
Introduction to performing in mass media on video, digital, and audio, while connecting effectively with audiences as journalists, spokespersons, experts, activists, or in other roles. Emphasizes principles and best practices related to performing on camera and microphone, voice and movement, researching and critiquing performances, and diversity and ethical performance. (Typically offered: Fall and Spring)

JOUR 3071L. Broadcast News Reporting II Laboratory. 1 Hour.
Continuation of JOUR 2031L. Including advanced skills in broadcast news techniques. Corequisite: JOUR 3072. Prerequisite: JOUR 2032 and JOUR 2031L, each with a grade of C or better. (Typically offered: Fall and Spring)

JOUR 3072. Broadcast News Reporting II. 2 Hours.
Continuation of JOUR 2032. Including advanced methods of gathering and writing broadcast news. Corequisite: JOUR 3071L. Prerequisite: JOUR 2032 and JOUR 2031L, each with a grade of C or better. (Typically offered: Fall and Spring)

JOUR 3123. Enterprise Journalism. 3 Hours.
Developing ideas and subjects for feature and human-interest articles for multiple platforms, with emphasis on the freelance trade. Instruction in idea generation, story pitches, interviewing methods, research, writing, revision, and narrative structure. Prerequisite: JOUR 2013 with a grade of C or better. (Typically offered: Fall and Spring)

JOUR 3163. Sports Journalism. 3 Hours.
Emphasis on techniques and principles of coverage of sports and sports-related subjects on and off the field, and on the relationship between sports and the mass media. (Typically offered: Fall)

JOUR 3263. African Americans in Film. 3 Hours.
A survey of the history of images of African Americans in film, especially as these images are examined in the context of stereotypical renditions and/or realistic representations of African American experiences. Issues of African American history, culture, and socio-political context will be addressed in the analyses of these films. Prerequisite: ENGL 1023 and junior or senior standing. (Typically offered: Irregular) This course is cross-listed with AAST 3263, ENGL 3263, COMM 3263.

JOUR 3273. African Americans in Documentary Film. 3 Hours.
Exploration of the African-American image and experience in the context of time, historical record and varying production viewpoints from diverse documentarians. African-American history, culture and socio-political context are addressed in the analyses of these documentary films from the perspectives of mainstream media, independent filmmakers and minority documentarians. Prerequisite: Junior or senior standing. (Typically offered: Spring) This course is cross-listed with AAST 3273, COMM 3273.

JOUR 3633. Media Law. 3 Hours.
Constitutional guarantees, statutory laws and court cases applicable to mass communications. Prerequisite: Junior standing. (Typically offered: Fall and Spring)

JOUR 3923H. Honors Colloquium. 3 Hours.
Covers a special topic or issue, offered as a part of the honors program. Prerequisite: Honors candidacy (not restricted to candidacy in journalism). (Typically offered: Fall and Spring) May be repeated for degree credit.

JOUR 401V. Advanced Journalistic Practices. 1-4 Hour.
Study of advanced journalistic practices and methods, individual or group projects. May only be taken once for degree credit. Prerequisite: Junior standing and 10 hours of journalism and a 2.5 cumulative grade average. (Typically offered: Fall and Spring)

JOUR 402V. Internship in Journalism. 1-3 Hour.
Credit for practical experience gained through a journalistic internship. Report required on significant aspect of internship experience. Prerequisite: Journalism or Advertising and Public Relations major, and junior standing, and 10 hours JOUR/ADPR courses, and 2.50 minimum cumulative grade point average. (Typically offered: Fall, Spring and Summer) May be repeated for up to 3 hours of degree credit.

JOUR 4033. Advanced Radio News Reporting and Podcasting. 3 Hours.
Research, write and produce in-depth public radio style news stories and turn them into a three-episode podcast. Prerequisite: Instructor consent. (Typically offered: Spring)

JOUR 4043. Government and the Media. 3 Hours.
Focuses on the links between mass media and government and the increasingly significant role of media in politics and government. Examines the power, responsibility, and performance of the press and public officials/government agencies in their relationship with each other. Prerequisite: Junior standing. (Typically offered: Fall)

JOUR 405V. Specialized Journalism Seminar. 1-3 Hour.
Primary purpose of course is to enlarge the journalistic skills of students interested in advanced forms of mass communication. Students undertake projects related to particular aspects or problems of journalism. Content varies. (Typically offered: Irregular) May be repeated for up to 12 hours of degree credit.

JOUR 4063. Computer-Assisted Publishing. 3 Hours.
In-depth, hands-on exploration of computer hardware and software in the design and production of media messages. Examination of developing media technologies and the computer's influence on design and conceptualization. (Typically offered: Irregular)

JOUR 4073. Social Media and Journalism. 3 Hours.
Social Media and Journalism teaches conceptual knowledge and skills to develop news judgment and use changing technological tools to disseminate news quickly and to different audiences. The value of interacting with sources and the audience is stressed as are ethical, legal and accuracy issues. Prerequisite: JOUR 2013 or JOUR 2032 with a grade of C or better. (Typically offered: Fall)

JOUR 4083. Data Journalism. 3 Hours.
An introduction to basic data reporting skills, including how to use data to guide and inform reporting as well as tell stories to better serve the public. Ethical issues and best practices in data reporting are also examined. Prerequisite: Any STAT course or instructor permission. (Typically offered: Fall)

JOUR 4093. Business Journalism. 3 Hours.
Examines how the U.S. economy works and how to find news in business, market and government data sources. Focuses on the role of corporations, financial markets, and regulators, and benefiting students interested in sports, entertainment, political and investigative journalism. (Typically offered: Spring)

JOUR 4313. Literature of Journalism. 3 Hours.
Surveys the works of book and magazine-length narrative non-fiction, from the mid-19th century to the present. (Typically offered: Fall)

JOUR 4333. Ethics in Journalism. 3 Hours.
Critical examination of specific ethical problems confronting professionals in all areas of mass communications. Reading and writing assignments are aimed at familiarizing students with the nature of the mass media and their social responsibilities. Prerequisite: Junior standing. (Typically offered: Fall and Spring)

JOUR 443V. Event Promotion and Execution. 1-3 Hour.
Pacticum for students to plan, design, promote and execute several Journalism Days events, to include the Roy Reed Lecture, a scholarship reception, a job fair, Senior Salute and a fundraiser. Prerequisite: Junior standing. (Typically offered: Spring)
JOUR 4503. Magazine Writing. 3 Hours.
Advanced long-form depth reporting and narrative writing augmented with multimedia, with an eye to generating the style of work found in such leading magazines as The New Yorker, the Atlantic, and Esquire. Advanced instruction in generating and pitching stories, reporting and writing for narrative, research. Stories are frequently published in nationally acclaimed student-magazine, Hill. Prerequisite: JOUR 2013 with a grade of C or better. (Typically offered: Spring)

JOUR 4863. Television News Reporting I. 3 Hours.
Continuation of JOUR 3072 and JOUR 3071L. Includes the specialized knowledge and skills needed in field reporting, anchoring, writing, and producing news for commercial television. Lab component arranged. Corequisite: Lab component. Prerequisite: JOUR 3072 and JOUR 3071L, each with a grade of C or better. (Typically offered: Fall and Spring)

JOUR 4873. Television News Reporting II. 3 Hours.
Continuation of JOUR 4863. Laboratory component arranged. Prerequisite: JOUR 4863 with a grade of C or better. (Typically offered: Fall and Spring)

JOUR 4883. Advanced Film & Video Feature Production. 3 Hours.
Students research, write, direct, produce, shoot and edit non-fiction short feature films and videos for television, streaming and other presentations, including corporate and nonprofit use. Corequisite: Lab component. Prerequisite: JOUR 4863 with a grade of C or better, or instructor consent. (Typically offered: Irregular)

JOUR 4893. Television News Producing. 3 Hours.
Intensive training in methods of producing a live television news broadcast, including news gathering, writing broadcast copy and production strategies. Lab 6 hours. Corequisite: Lab component. Prerequisite: JOUR 3072 and JOUR 3071L, each with a grade of C or better. (Typically offered: Fall and Spring)

JOUR 4903. Community Journalism. 3 Hours.
This three-hour course will blend student reporting and editing skills with instruction on how regional newspapers select and present news to a local audience. This course will instruct students in deciding news stories for regional readers, how those stories can best be written and displayed. The semester goal is to publish a paper. Prerequisite: Junior standing. (Typically offered: Spring)

JOUR 4923. History of the Black Press. 3 Hours.
Covers the historic context of contributions and innovations to U.S. newspapers by African Americans. Also investigates the role of the black press from its beginnings in 1827 through the civil rights movement. Prerequisite: Junior standing. (Typically offered: Spring Even Years)

This course is cross-listed with AAST 4923.

JOUR 493H. Honors Research Methods in Journalism. 3 Hours.
Emphasis on the major types of qualitative and quantitative research, electronic data base searching, and traditional library research. Prerequisite: Journalism or Advertising and Public Relations major and honors standing. (Typically offered: Spring)

JOUR 4981. Journalism Writing Requirement. 1 Hour.
Directed study in conceptualizing, researching, and writing a major paper to meet the college writing requirement. Students must make a C in order to satisfy the college writing requirement. Prerequisite: 90 hours. (Typically offered: Fall and Spring)

JOUR 498VH. Honors Journalism Writing Requirement. 1-6 Hour.
Honors journalism writing requirement. (Typically offered: Fall, Spring and Summer) May be repeated for up to 6 hours of degree credit. This course is equivalent to JOUR 4981.

JOUR 5003. Advanced Reporting. 3 Hours.
Stresses public affairs coverage, interpretive, investigative, and analytic journalism, involving research, work with documents, public records, and budgets and specialized reporting. (Typically offered: Irregular)

JOUR 5013. Advanced Radio News Reporting and Podcasting. 3 Hours.
Research, write and produce in-depth public radio style news stories and turn them into a three-episode podcast. Prerequisite: Instructor consent. (Typically offered: Spring)

JOUR 5023. Journalism Theory. 3 Hours.
Examination of the major journalism and mass media theories and conceptual perspectives regarding journalism, news, mass media, advertising and public relations relevant to industry and academic researchers and professionals. (Typically offered: Fall)

JOUR 5043. Research Methods in Journalism. 3 Hours.
Research methods of utility in journalism. Emphasis on survey research, electronic data base searching, and traditional library research. Prerequisite: Graduate standing or honors program standing. (Typically offered: Spring)

JOUR 5063. Multiculturalism in Advertising and Public Relations. 3 Hours.
Seminar course involving the critical examination of the major cultural, social, political, economic, ethical, and persuasion theories and/or issues relevant to advertising and public relations. Prerequisite: Graduate standing. (Typically offered: Fall)

JOUR 508V. Graduate Journalism Internship. 1-3 Hour.
Credit for practical experience gained through a journalistic internship. Must have completed 6 hours of graduate course credit. May be repeated for up to 3 hours of degree credit. Prerequisite: Instructor consent. (Typically offered: Fall, Spring and Summer) May be repeated for up to 3 hours of degree credit.

JOUR 5093. Business Journalism. 3 Hours.
Examines how the U.S. economy works and how to find news in business, market and government data sources. Focuses on the role of corporations, financial markets, and regulators, and benefiting students interested in sports, entertainment, political and investigative journalism. (Typically offered: Spring)

JOUR 5133. Ethics in Journalism. 3 Hours.
A seminar examining the professional ethical principles and ethical performance in the journalism field. The ethical performance of the mass media dedicated to news, public relations and advertising is evaluated based on ethical theories and industry standards. Prerequisite: Graduate standing. (Typically offered: Fall)

JOUR 5163. Computer-Assisted Publishing. 3 Hours.
In-depth, hands-on exploration of computer hardware and software in the design and production of media messages. Examination of developing media technologies and the computer's influence on design and conceptualization. Graduate degree credit will not be given for both JOUR 4063 and JOUR 5163. (Typically offered: Irregular)

JOUR 5173. Social Media and Journalism. 3 Hours.
Social Media and Journalism teaches conceptual knowledge and skills to develop news judgment and use changing technological tools to disseminate news quickly and to different audiences. The value of interacting with sources and the audience is stressed as are ethical, legal and accuracy issues. Graduate degree credit will not be given for both JOUR 4073 and JOUR 5173. Prerequisite: JOUR 2013 or JOUR 2032 with a grade of C or better. (Typically offered: Fall)

JOUR 5193. Professional Journalism Seminar. 3 Hours.
Examination of complex problems encountered by professional journalists with focus on research and analysis of the role of journalism in major social, economic, and political developments. (Typically offered: Fall and Spring) May be repeated for up to 6 hours of degree credit.

JOUR 5283. Data Journalism. 3 Hours.
Provides an in-depth experience of combining street reporting and data analysis to tell a story of significant societal importance. Students are introduced to techniques in data analysis, management, visualization and production of data-driven articles and multimedia presentations. Prerequisite: Instructor permission. (Typically offered: Fall)
JOUR 5313. Literature of Journalism. 3 Hours.
A survey of superior works of book and magazine-length narrative non-fiction, from the mid-19th century to today. Includes such authors as Hersey, Didion, Orlean, and Conover. (Typically offered: Irregular)

JOUR 5323. Documentary Production I. 3 Hours.
In-depth study of documentary film as non-fiction, long form journalism. Covers subject, funding, research and development, pre-production planning, field production, talent, music, post production, promotion, broadcast and distribution. Required trip to Hot Springs Documentary Film Festival. (Typically offered: Fall)

JOUR 5333. Documentary Production II. 3 Hours.
A continuation of JOUR 5323, Documentary Production I. Students photograph, write, and edit a documentary begun in the fall semester. Prerequisite: JOUR 5323. (Typically offered: Spring)

JOUR 5463. Campaigns. 3 Hours.
Applying advertising principles and techniques to preparation of a complete campaign; determining agency responsibilities, marketing objectives and research, media mix, and creative strategy. Emphasis also given to campaign presentation delivery, utilizing audio and visual techniques. Graduate degree credit will not be given for both ADPR 4463 and JOUR 5463. Prerequisite: ADPR 3723 and ADPR 3743, each with a grade of B or better, and 2.5 overall GPA. (Typically offered: Fall, Spring and Summer)

JOUR 5473. Account Planning. 3 Hours.
An introduction to applied advertising research and account planning. Integrate consumers' perspectives into creative strategy to developing brand stories for clients. Write creative briefs, positioning statements and prepare copy-testing research instruments to evaluate messages. Utilize consumer research for creating messages for diverse cultures. Prerequisite: Graduate standing. (Typically offered: Fall and Spring)

JOUR 5503. Magazine Writing. 3 Hours.
This intensive writing and reporting course is for students with proven feature-writing skills and an interest in the human-interest stories found in such leading magazines as The New Yorker, Esquire, Harper's, the Atlantic, and others. Students will compose magazine-length nonfiction stories on timely subjects under deadline. Stories are submitted for contests and publication, when possible. Graduate degree credit will not be given for both JOUR 4503 and JOUR 5503. Prerequisite: JOUR 2013 with a grade of C or better. (Typically offered: Spring)

JOUR 5883. Advanced Television News Production. 3 Hours.
Continuation of JOUR 4873. Students prepare and present television newscasts for air. Laboratory component arranged. Graduate degree credit will not be given for both JOUR 4883 and JOUR 5883. Corequisite: Lab component. Prerequisite: JOUR 4873 with a grade of C or better. (Typically offered: Irregular)

JOUR 5903. Community Journalism. 3 Hours.
This three-hour course will blend student reporting and editing skills with instruction on how regional newspapers select and present news to a local audience. This course will instruct students in deciding news stories for regional readers, how those stories can best be written and displayed. The semester goal is to publish a paper. Graduate degree credit will not be given for both JOUR 4903 and JOUR 5903. (Typically offered: Spring)

JOUR 5923. History of the Black Press. 3 Hours.
Covers the historic context of contributions and innovations to U.S. newspapers by African Americans. Also investigates the role of the black press from its beginnings in 1827 through the civil rights movement. (Typically offered: Spring Even Years)

JOUR 600V. Master's Thesis. 1-6 Hour.
Required of all M.A. journalism students. (Typically offered: Fall, Spring and Summer) May be repeated for degree credit.